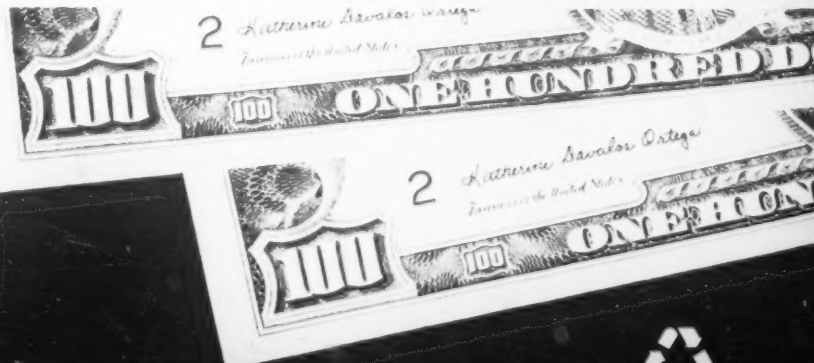




GREEN MARKETING, GREEN PROFITS

- GREEN MARKETING SOLUTIONS
- GUIDE TO ENVIRONMENTALLY RESPONSIBLE PRODUCTS
- GUIDE TO RECYCLED PAPERS
- ENVIRONMENTAL LEGISLATION
- NEW PRODUCTS



Ed Klanka
CIS Dept. SRI
4520 E-W Highway
Bethesda, MD 20814

15004





This issue takes an in-depth look at the "Green Revolution." Several key aspects of this topic are brought into sharp focus.

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PUBLISHER

William Frohlich

EDITOR

Edward D. Pasternack

CONTRIBUTING EDITORS

John J. Buckley

George Cain

MANAGER, DESIGN & PRODUCTION

Donn Shepherd

ADVERTISING DEPARTMENT

DIRECTOR OF ADVERTISING

Carl P. Diaby

ADVERTISING MANAGER

James S. Forberg

ADVERTISING COORDINATOR

Mary Jo Heidepriem

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CONTENTS

26

TRAINING PROGRAMS FINE TUNE SELLING SKILLS

EGE Mobile, striving to be number one, relies on Professional Selling Skills and Account Development Strategies Training Programs to strengthen dealer loyalty and increase sales.

32

DISTRIBUTORS HAVE THE KEY TO MARKETING SOLUTIONS

Manufacturers are providing many new environmentally responsible products, but only distributors can show customers how to use them to fit their individual needs.—by William H. Frohlich

36

PRODUCT BANS, TAXES, LABELS FORM BASIS OF ENVIRONMENTAL BILLS

Paper/plastics distributors face different legislative obstacles from state to state when selling foodservice disposables.—by Pamela J. Driver

41

ISP BUILDS BASE AROUND NPTA PRODUCT SERIES

Inlander-Steindler salespeople have gained confidence — and certification — thanks to NPTA's Product Training Series.—by Jeff Thompson

42

MN GUIDE TO ENVIRONMENTALLY RESPONSIBLE PRODUCTS

Suppliers submit their "Environmentally Responsible" products for inclusion in this section.

48

GUIDE TO RECYCLED PAPER

MN provides a "snapshot" of some of the many printing papers currently on the market that contain recycled fibers.

54

SPOTLIGHT ON SALES, MARKETING, AND THE ENVIRONMENT

MN presents responses to questions on sales, marketing, and the environment.



▲
Page 36



▲
Page 41

DEPARTMENTS

4	VIEWPOINT	18.....	THE SALES PROFESSIONAL
6	PAPER CLIPS	64.....	MARKET PLACE
8.....	INDUSTRY WATCH	68.....	ADVERTISER INDEX
10	GUEST COLUMNIST	72	DATABANK
15	ENVIRONMENTAL ACTION		



Cover Stock: 80lb Evergreen Gloss
— Simpson
Body Stock: 60lb REC-Gloss
— REPAP

COVER PHOTO: RICHARD CHESNUT



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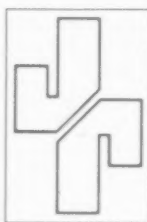
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WATCH INDUSTRY

JAMES RIVER PLANS CONSOLIDATED PLANT IN KALAMAZOO, MI

James River Corp.'s Food and Consumer Packaging Business, Cincinnati, OH, plans to establish a consolidated paper packaging manufacturing operation in the Kalamazoo, MI, area. The company announced earlier its decision to close five paper packaging plants in three states, three of which are in Kalamazoo, and to develop a consolidated operation.

Robert J. Turnen, vice president, general manager of the Paper Packaging Division, said that the decision to remain in the Kalamazoo area was primarily the result of an agreement with employees and the United Paperworkers International Union (UPIU). This is in line with the working principles agreement between the company and the UPIU. The result will be an organization which is very flexible, customer focused, produc-



tive, and competitive, according to Mr. Turnen.

The expansion will be completed by year end. The plant will produce a broad line of food service products including deli wrap, meat wrap, sandwich wrap, hot dog trays, parchment papers, plus wax and polyethylene-coated papers.

Mr. Turnen explained that the purpose of this consolidation is to increase customer and consumer focus with a more responsive and productive organization. "We plan to move like a small company while utilizing the significant resources of

James River," he related. "These include the technology and resources of our flexible, carton, paperboard, and paper packaging groups." To further focus on customer satisfaction and a total quality approach, the new facility will develop

high-performance work systems which will utilize the skills of approximately 200 people currently employed in Kalamazoo/Parchment operations.

PRINTERS FORESEE MID-YEAR UPTURN

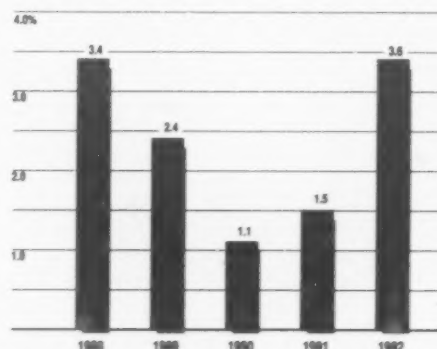
The National Association of Printers and Lithographers (NAPL) reports that conditions in the printing industry should improve after mid-1991.

The past 18 months have been particularly tough for commercial printers, according to NAPL. Real growth declined from 2.4% in 1989 to 1.1% in 1990, it was noted. Although still in the dol-

lums, net growth increase for 1991 should be 1.5%, most of that coming in the second half of the year, NAPL stated.

The good news is that 1992 looks even better, the association declared. Real growth for commercial printers should reach 3.6%—even ahead of 1988 growth levels, NAPL reported. Print sales for next year should reach \$66 billion, up from \$61 billion this year, the association added.

Chart A — Real Commercial Printing Sales Growth: 1988 to 1992
Percent change over previous year, adjusted for inflation.



Source: NAPL — Actual — Projected —

Briefly Noted...

MF International Trade, Inc., has expanded. The firm, which has its main office in New York, has added another office in San Mateo, CA. **The APDA Group (American Paper Distributors Association)**, in a dual relocation, has moved its corporate office to Bonita Springs, FL, and its national sales office to Bensalem, PA. **Harris Feinberg** is APDA's new group coordinator. **Kelly Paper** has been named a Crane Paper distributor in the California, Arizona, and Nevada paper store market. **Bedford Capital**, by way of correction, reported an error in the December issue of MN. It was stated that the assets of the Ziff Paper Co. were purchased by RMA/Kolko Corp. In fact, the assets were purchased by Conestoga Acquisition Corp., which has some common shareholders with RMA/Kolko Corp.

NAW OPPOSES NEW LEAVE ACT

Asserting that "employers need flexibility now more than ever to respond to the needs of their workers," the National Association of Wholesaler-Distributors (NAW), has urged the Senate to reject S.5, the Family and Medical Leave Act.

NAW's opposition to the legislation was contained in testimony before the Subcommittee on Children, Family and Alcoholism of the Labor and Human Resources Committee.

According to NAW's testimony, the industry's opposition to the Family and Medical Leave

Act is based on the belief that government should not have the power to mandate benefits and their costs whether or not employers and employees want them.

"Worker's needs are as diverse as the workers themselves," commented Mary Tavenner, NAW senior director of government relations. "Public policy should not dictate

one group's benefits at the expense of another's. The debate over the Family and Medical Leave Act is about Freedom of Choice."

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